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**UniSourceEnergy**  
**SERVICES**

October 23, 2009

Docket Control  
Arizona Corporation Commission  
1200 West Washington  
Phoenix, AZ 85007

Re: UNS Electric, Inc.'s Line Extension Marketing Plan  
Decision No. 71285, Docket No. E-04204A-06-0783

Pursuant to Decision No. 71285, UNS Electric, Inc. ("UNS Electric") is filing a marketing plan detailing UNS Electric's planned efforts to raise customer awareness of UNS Electric's new line extension provisions and ensure that interested customers are accorded an opportunity to make use of the grandfather provisions within the new line extension policy. Please find attached UNS Electric's Marketing Plan.

If you have any questions, please contact me at (520) 884-3680.

Respectfully Submitted,

Jessica Bryne  
Regulatory Services

cc: Steve Olea, ACC  
Compliance, ACC

Arizona Corporation Commission

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## **UNS Electric, Inc. Line Extension Policy Communication Plan**

*"From the effective date of these Rules and Regulations, there is a six (6) month grace period for Customers, developers and subdividers to execute a line extension agreement or receive approval on a new service application from the Company in order to be eligible for the line extension policy in effect between August 11, 2003 and October 6, 2009. Those new applicants must make provisions for the Company to install and energize the extension and service facilities within eighteen (18) months from the date of their respective agreement and/or application. In addition, all existing approved line extension agreements and service applications will be grandfathered in under the policy in effect from August 11, 2003 to October 6, 2009. Grandfathered Customers must make provisions for the Company to install and energize the extension and service facilities within eighteen (18) months from the effective date of these Rules and Regulations or they will be subject to the new line extension policy."*

*Docket No. E-04204A-06-0783, Decision No. 71285*

Below is UNS Electric, Inc.'s ("UNS Electric") communication plan to inform and educate customers about the new Line Extension Policy.

### **One-on-One Meetings**

UNS Electric representatives will schedule meetings with area government officials, city leaders and other interested stakeholders, such as: Board of Realtors, Board of Supervisors, Mayors, County Managers and local large builders and developers. At the meetings, UNS Electric representatives will distribute information regarding the policy change and be available to answer questions.

### **Customer Letters**

UNS Electric will communicate to customer segments as follows:

- General letter for customers with known future projects.
- A specific letter for customers who applied for new service in the last 12 months.
- A specific letter for customers who executed a line-extension or feeder-differential agreement in the last 12 months.

### **Web Site Content – useaz.com**

The Web site will be updated with information regarding the new policy. The information will be located in the business section of useaz.com.